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Monthly E-Newsletter of All India Food Processors' Association



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Estd. 1943



## Regulatory & Food Safety Updates

### FSSAI clarifies on Methylcobalamin usage in supplements



The Food Safety and Standards Authority of India (FSSAI) has provided clarity on the regulatory framework surrounding the use of methylcobalamin, a form of Vitamin B12, in health supplements, medical purposes and nutraceutical products. Dr. Sanjay Agrawal, scientific advisor at Alkomex, shared the details in a recent statement.

Dr. Agrawal emphasised, as per the Food Safety and Standards (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, and Probiotic and Probiotic Food) Regulations, 2022, the permitted forms of Vitamin B12 currently include cyanocobalamin and hydroxocobalamin. However, methylcobalamin may also be permitted under certain conditions, provided that food business operators notify the Food Authority and submit any additional safety data requested.

The regulations also stipulate that the level of Vitamin B12 in products must not exceed one Recommended Dietary Allowance (RDA) except in specific categories such as Food for Special Medical Purposes (FSMP) and Food for Special Dietary Use (FSDU). In such cases, prior approval from the Food Authority is required for levels exceeding the RDA.

Vitamin B12, a crucial water-soluble vitamin, is integral to DNA synthesis, red blood cell production, and neurological function. It is predominantly found in animal-based foods like meat, fish, and dairy products, with plant-based foods providing little to none. Deficiency in this vitamin can lead to serious health consequences, often requiring supplementation.

Methylcobalamin, an active form of vitamin B12, is the most bioavailable and therapeutically effective form. Unlike cyanocobalamin, which requires biotransformation, methylcobalamin is readily absorbed and utilised by the body, making it a preferred choice for supplementation, says Dr. Agrawal.

This development highlights the Government's focus on balancing innovation in the nutraceutical sector with consumer safety. It is crucial for food business operators to remain compliant and ensure transparency in the use of derivatives and salts of vitamins in their formulations.

The statement comes in response to an official letter issued by the Secretariat of FSSAI's Expert Committee on Nutraceuticals, addressing industry concerns about the inclusion of methylcobalamin under the regulations.

This clarification will likely guide manufacturers and stakeholders in aligning their products with regulatory standards while addressing the growing demand for diverse forms of Vitamin B12 in health supplements.

### Traders rue new rules for Invoice Management System under GST regime

Traders have expressed displeasure over new rules for Invoice Management System under GST regime.

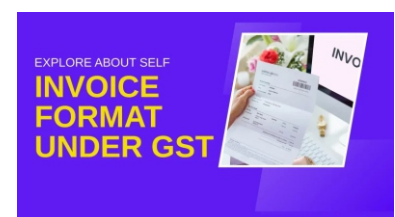
Now every bill, invoice, challan will have to be entered online in GST. This new system has been implemented on the GST Common Portal in the name of Invoice Management System (IMS). This has increased the problems for traders. It is time consuming for the traders, said Mr. Shankar Thakkar, President, All India Edible Oil Traders Federation.

Traders also rued that the new rules, which were implemented in November, have now made the registration process even more complicated and time consuming. He said that the process of getting a new registration has also become quite complicated.

Aadhaar verification is now being done through biometric method to get GST number. Now the trader has to go to the office for biometrics. Which is contrary to the resolution of ease-of-doing business. This system has also started recently from 29 November. Lakhs of traders were working overtime across the country for getting GST number.

He fears these complications can deter traders from getting registered under GST. Besides, he added that whatever tax assessment orders passed by the CGST department, their Commissioner Appeal remains pending for long durations with the headquarters before disposal.

He suggested that the Government should consult traders as well before coming up with new plans.



## **GST on popcorn 5%-18% depending on classification and character: Council**



The GST Council has clarified that ready to eat popcorn which is mixed with salt and spices is classifiable under HS 2106 90 99 and attracts 5% GST if supplied as other than pre-packaged and labelled and 12% GST if supplied as pre-packaged and labelled.

However, when popcorn is mixed with sugar thereby changing its character to sugar confectionery (e.g. caramel popcorn), it would be classifiable under HS 1704 90 90 and attract 18% GST, reads a statement issued by the council.

The 55th GST Council meeting held in Jaisalmer, Rajasthan, has decided to reduce the GST rate on Fortified Rice Kernel (FRK), classifiable under 1904, to 5%.

Further, it was decided at the meet that concessional 5% GST rate shall be extended on food inputs of food preparations under HSN 19 or 21 that are supplied for food preparations intended for free distribution to economically weaker sections under a government programme subject to the existing conditions.

The meeting chaired by Smt. Nirmala Sitharaman, Union Minister of Finance, also clarified that pepper whether fresh green or dried pepper and raisins when supplied by an agriculturist is not liable to GST.

The council has further decided to amend the definition of 'pre-packaged and labelled' to cover all commodities that are intended for retail sale and containing not more than 25 kg or 25 litre, which are 'pre-packed' as defined under the Legal Metrology Act, or a label affixed thereto is required to bear the declarations under the provisions of the Act and rules.

## **India challenges EU decision on PGI grant to Pak for Basmati Rice**



India has challenged the decision taken by the European Union to grant Protected Geographical Indication (PGI) to Pakistan for Basmati Rice in European Court of Justice, after EU rejected Indian application seeking access to the documents submitted by Pakistan in support of its claim.

The matter has been going on for long after Pakistan claimed GI tag for its long grain rice as Basmati. Even Indian agri scientists expressed concerns over the piracy of Indian Basmati Rice varieties by Pakistan earlier this year.

Further, EU had previously put restrictions on Indian Basmati Rice over alleged use of pesticide in high quantity. India is the largest exporter of rice in the world. India also holds 65% market of Basmati Rice exports, which is grown in the foothills of Himalayas. In the last fiscal 2023-24, India exported over 5242048 MT of Basmati Rice worth Rs 4838918 crore. India exports majorly to Gulf countries, while Pakistani long grain rice is exported to EU & Australia as Basmati.

## **Germany's Food Safety Authority to host 2025 International Training for Safer Food**



In February 2025, Germany's Food Safety Authority, the Federal Office of Consumer Protection and Food Safety (BVL), will once again host the International Training for Safer Food (ITS Food). ITS Food is a training programme on food safety risk management, aimed at staff working in public authorities of non-EU countries handling issues related to food safety.

In 2025, ITS Food will be held as a virtual event, and focus on latest developments in the fields of veterinary medicinal products, antimicrobial resistance and zoonoses relevant to regulators. Besides a general overview of the legal and institutional background in Germany and Europe, there will be an introduction to relevant work of the Codex Alimentarius, with a special focus on the activities of the Codex Task Force on Antimicrobial Resistance.

Practitioners from competent authorities, official laboratories and research institutions will share their knowledge and experience. This will allow participants to increase their expertise, identify best practices in their field of work and discover various tools that are crucial to a comprehensive public risk management system for safe food, feed and consumer products. Participants will enjoy hands-on technical insights and will have the opportunity to build new networks with colleagues from around the globe.

Mr. Friedel Cramer, president of BVL, said, the One Health approach calls for collaboration across government authorities and multiple disciplines. With the BVL 'International Training for Safer Food', we take the chance to share valuable knowledge and exchange with colleagues from around the world, from different governmental bodies and from various backgrounds. We are all working towards the same goal 'Safe food for all', now is the time to join forces globally to ensure food safety around the globe.

## New Launches

### Nestlé Launches Hunger-Suppressing Drink to Support GLP-1 Production



Global food giant Nestlé has introduced a new pre-meal beverage under its Boost brand, designed to suppress hunger and promote the body's natural production of the hormone GLP-1. The product taps into the rising popularity of GLP-1 medications used for weight management.

The Boost pre-meal drink, available on Amazon, contains 10 grams of protein and just 45 calories per serving. Marketed as a 'hunger support nutritional drink', it is intended to be consumed 10 to 30 minutes before a meal to create a feeling of fullness. While it complements GLP-1 medications, Nestlé clarified that it is not a replacement and offers a milder effect.

The mocha-flavoured shot targets consumers using GLP-1 drugs like Ozempic and Wegovy or others aiming to manage their weight effectively. As the demand for weight-loss aids surges, Nestlé is positioning itself at the forefront of this market shift.

Analysts from Morgan Stanley estimate that the global obesity drug market will reach \$105 billion by 2030. This growing trend is reshaping the food and beverage industry, prompting companies to innovate products tailored to changing dietary habits. Nestlé has already ventured into this space with its Vital Pursuit brand, launched earlier this year in the U.S. The range includes pizzas, sandwiches, and bowls focused on convenience, portion control, and nutrient density, specifically targeting GLP-1 medication users.

Ms. Jennifer Barnes, Vice President of Brand Marketing for Nestlé's nutritional meals portfolio, emphasized the brand's commitment: Weight loss has evolved, and we are evolving alongside it to meet consumer needs with innovative solutions.

Following suit, Conagra Brands announced plans to label over two dozen Healthy Choice frozen meals as GLP-1 friendly, highlighting their high protein, low-calorie content, and fibre-rich nature. With the weight management industry undergoing rapid transformation, Nestlé's strategic move underscores the growing intersection of food innovation and medical advancements.

### Nandini Launches Protein-Infused Idli-Dosa Batter for Urban Consumers in Karnataka

Karnataka Milk Federation's (KMF) flagship brand, Nandini, has introduced a protein-enriched idli-dosa batter, catering to the rising demand for nutritious and convenient meal options among urban consumers. The batter, infused with 5% whey protein, aims to offer a healthier twist to the traditional South Indian breakfast.

The product was officially launched by Karnataka Chief Minister Siddaramaiah. KMF has highlighted the growing demand for quick and ready-to-cook food solutions driven by the fast-paced lifestyle of urban residents. "Due to work pressures, many urban residents lack the time to prepare meals from scratch. Consumers are increasingly leaning towards quick and nutritious meal options," the federation stated.



The new protein-rich idli-dosa batter will be available in two pack sizes: 450g priced at Rs 40 and 900g at Rs 80. Initially, the product will be sold through Nandini milk parlours in Bengaluru. KMF plans to evaluate the product's reception in the Bengaluru market before extending its availability to other cities across Karnataka.

### LT Foods launches 'Daawat Jasmine Thai Rice' in India



LT Foods Ltd., an Indian-origin global FMCG Company in the consumer food space, has launched a Non-Genetically Modified Organism (Non-GMO) Certified global gourmet food – DAAWAT Jasmine Thai Rice for Indian consumers.

Known for its naturally fragrant aroma and soft texture, DAAWAT Jasmine Thai Rice is the authentic Thai Hom Mali, sourced from Thailand. This latest addition to the DAAWAT portfolio underlines the company's commitment to introducing global gourmet food to Indian consumers, catering to the aspirations of those seeking diverse global culinary experiences at home.

DAAWAT Jasmine Thai Rice pairs excellently with classic Thai curries to even fusion dishes. Its versatility makes it an ideal choice for any Thai and oriental recipe. DAAWAT Jasmine Thai Rice has been launched nationally on all leading E-Commerce platforms such as Amazon, Blinkit, Zepto, Big Basket, Swiggy Instamart and select gourmet stores.



## Winn Foods launches Winn Hakka Noodles Curly Chow



Winn Foods, a trusted leader in sauces and condiments known for delivering authentic Chinese flavours to Indian kitchens, has unveiled its latest product-Winn Hakka Noodles Curly Chow. This new launch is a key milestone in the brand's mission to expand its portfolio and meet the growing demand for healthier, convenient meal options.

It redefines the instant noodle experience with a healthier and tastier alternative. The product is crafted using an air-drying technique that preserves the natural texture and flavour of the noodles while significantly reducing fat content. Additionally, it is free from oil, MSG, trans fats, preservatives, artificial colours, and flavours, setting it apart in the instant noodle segment. These attributes, combined with its vegan-friendly formulation, make it a standout option for health-conscious consumers.

Mr. Chandan Polekar, CEO, Winn Foods, said, the launch of Curly Chow is not just a new product introduction but a reflection of our commitment to aligning with shifting consumer preferences. With more than 60% of urban households in India prioritising healthier eating options, Curly Chow is a step forward in addressing this growing demand. We are confident that this product will set a new benchmark in the instant noodle category while strengthening our brand's position in the market.

## Bikano launches Chatax Soya Sticks to satisfy growing demand

Bikano, a leading name in the Indian snack industry, has launched its latest offering, Chatax Soya Sticks. This soya-based snack caters to the growing consumer demand for flavourful and satisfying snacks. With more people looking for unique and enjoyable snacking experiences, it aims to enhance snack time for millions across India. Crafted with a blend of rice flour, soy flour, and spices, Chatax Soya Sticks are crunchy and packed with bold flavours.

Mr. Manish Aggarwal, Director, Bikano at Bikanervala Foods Pvt. Ltd., said, in today's fast-paced world, consumers want snacks that are not only flavourful but also convenient. With Chatax Soya Sticks, we've created a snack that delivers on both fronts. As we continue to meet consumer expectations, this product reflects our commitment to offering exciting and enjoyable snack options.



The Indian snack industry is evolving, with soya-based snacks gaining traction. The market for these products is expected to grow from ₹10 billion in 2020 to ₹19 billion by 2025. With Chatax Soya Sticks, Bikano aims to tap into this demand and further strengthen its position in the market.

Mr. Kush Aggarwal, Marketing Head at Bikano, said, to ensure the success of Chatax Soya Sticks, we're implementing a targeted marketing plan in key regions such as Rajasthan, Delhi, and Uttar Pradesh. We'll leverage digital channels, conduct sampling campaigns, and utilise strategic advertising to build strong brand visibility. By reaching out to our target audience directly, we aim to make Chatax Soya Sticks a popular choice in these markets.

## Haldiram's expands dairy product range with sugar-free shrikhand



Haldiram's, one of India's most trusted brands in the Indian culinary landscape is synonymous with quality products that caters to every Indian palate. Till now, it comprised various dairy-based sweets such as Chamcham, Burfee, Rasgulla, Milk Cake. Adding to its collection, Shrikhand will be a new sugar-free variety with a delightful blend of rich, creamy texture and signature flavours.

Made with high-quality ingredients, this guilt-free indulgence is perfect for dessert lovers. The traditional and widely consumed dessert in Gujarati & Maharashtrian cuisine. It is currently available across multiple locations, including in Amravati, Chandrapur, Yavatmal, Akola, Buldhana, Gadchiroli, and Gadchandur in Maharashtra Region, Adilabad of Telangana, Seoni-Chhindwara, Mandla, Irarasi, Sarani, and Jabalpur in Madhya Pradesh Region &

Raipur and Durg-Bhilai in Chhattisgarh.

Mr. Sushil Agarwal, Director of Haldiram's Food International Pvt. Ltd., said, for over 80 years, our brand has been known for traditional taste and age-old recipes. The same recipes, the same taste and the same quality have run through each product, whether it is a packet of namkeen or a box of kaju katli - something that we take pride in. With our sugar-free Shrikhand, we want to cater to every Indian palate and maintain the same level of satisfaction they got while trying our other desserts.

## News Briefs

### Tea Officially Recognized as a “Healthy” Beverage by U.S. FDA; ITA Welcomes Global Boost for Indian Tea



The Indian Tea Association (ITA) has welcomed the recent recognition of tea as a 'Healthy' beverage by the U.S. Food and Drug Administration (FDA). This landmark decision now allows tea manufacturers to voluntarily label their products as Healthy if they meet the updated nutrient content criteria. The FDA's final rule stipulates that water, tea, and coffee with fewer than 5 calories per serving automatically qualify for the “healthy” label. This move is backed by growing scientific evidence of tea's antioxidant-rich profile and its potential health benefits, such as improved heart health and reduced inflammation.

In a statement, the ITA highlighted that the FDA's decision is a significant boost for the global perception of tea, particularly Indian tea. The recognition not only underscores tea's nutritional value but also empowers consumers to make informed choices about their beverage consumption. The recognition by the FDA validates the health benefits of tea and reinforces our commitment to promoting Indian tea as a nutritious and healthful beverage choice.

With the global demand for healthier dietary options on the rise, the ITA and its member companies are committed to maintaining high standards of quality and promoting the benefits of Indian tea worldwide. This endorsement positions Indian tea as a preferred beverage for health-conscious consumers, both domestically and internationally.

### MoFPI Incentivises Food Processing Entrepreneurs

Ministry of Food Processing Industries (MoFPI), has been incentivising food processing entrepreneurs, including small and medium, for setting up/expansion of related industries through its Central Sector Pradhan Mantri Kisan SAMPADA Yojana (PMKSY) Scheme, Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) and Centrally Sponsored PM Formalisation of Micro Food Processing Enterprises (PMFME) Scheme across the country. These schemes are not region or state specific but demand driven.



Under sub-schemes of PMKSY, MoFPI provides mostly credit linked financial assistance (capital subsidy) to entrepreneurs with total outlay of Rs 5520 crore for 15th Finance Commission Cycle. MoFPI has sanctioned 41 Mega Food Parks, 399 Cold Chain projects, 76 Agro- Processing Clusters, 559 Food Processing Units, 61 Creation of Backward & Forward Linkages Projects and 51 Operation Green projects under corresponding component schemes of PMKSY till October 31, 2024.

MoFPI also provides financial, technical and business support for setting up/ upgradation of micro food processing enterprises under PMFME scheme. The scheme is operational from 2020-21 to 2025-26, with total outlay of Rs 10,000 crore. A total of 1,08,580 micro food processing enterprises have been approved for assistance under PMFME Scheme till October 31, 2024.

PLISFPI is, inter alia, intended to support creation of global food manufacturing champions and support Indian brands of food products in international market. The scheme is being implemented over a six-year period from 2021-22 to 2026-27, with an outlay of Rs 10,900 crore, and 171 food processing companies have been approved for assistance under various categories of the scheme so far.

### Unilever to sell foods brands Unox & Zwan to Zwanenberg Food Group

Unilever announced that it has received a binding offer from Zwanenberg Food Group to acquire the Unox and Zwan brands. Both iconic brands have been part of the Unilever portfolio for almost 100 years, the Dutch Unox brand since 1937 and the Belgium Zwan brand since 1928.



The company is looking to sharpen its Foods portfolio for long-term growth and scalability, focusing on fewer and bigger brands, in categories such as cooking aids, mini meals and condiments. The meat and soup products of Unox and Zwan require a distinct supply chain, sourcing model and set of technological and R&D capabilities, making them less scalable within the broader portfolio. Its noodles and cup-a-soup products are a good fit with the mini meals category and will therefore remain part of the total food portfolio.

Mr. Heiko Schipper, President, Unilever Foods, said, Unox is a beloved and iconic brand in the Netherlands and the decision to part with it has not been easy. The association with Dutch winter activities, such as the New Year's Dive in Scheveningen and ice-skating events, along with its distinctive orange hat branding and wide range of award-winning advertising campaigns, has cemented Unox's place in Dutch culture. Zwan is a cherished brand in Belgium, associated with comfort and nostalgia and with quick and easy meals, making the brand a beloved part of everyday Belgium life. I am convinced that under Zwanenberg Food Group's ownership, Unox and Zwan will be able to quickly adapt to trends and remain relevant in this competitive market.

## Jubilant Food partners with Coca-Cola India



Jubilant FoodWorks (JFL), the master franchisee for Domino's, Popeyes, and Dunkin' in India, has announced a strategic partnership with Coca-Cola India.

Under a memorandum of understanding (MoU) signed by both companies, Coca-Cola's bottlers will begin supplying sparkling beverages and other products to JFL's restaurants starting April 1, 2025. This collaboration aims to strengthen JFL's consumer offerings.

In a statement to the Bombay Stock Exchange (BSE), JFL said, Jubilant FoodWorks has entered into a Memorandum of Understanding (MoU) with Coca-Cola India, outlining the principal terms and conditions for the purchase of a portfolio of sparkling beverages and other products from authorized Coca-Cola bottlers, along with marketing activities for these products. A master agreement based on the MoU will be implemented starting April 1, 2025.

This partnership comes shortly after the Jubilant Bhartia Group, JFL's parent company, announced plans to acquire a 40 per cent stake in Hindustan Coca-Cola Holdings (HCCB), the parent company of Hindustan Coca-Cola Beverages, Coca-Cola's Indian bottling arm. The investment is expected to bolster HCCB's operations and strengthen its market position in India.



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# UPCOMING EVENTS

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 Dates : 09-01-2025 to 11-01-2025  
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 New Delhi  
 For information, contact:  
**Mr. Sandeep Kumar**  
 Tel: 8882249057  
 E-mail:- s.kumar@tpci.in



Event : **Aahar -2025**  
 Dates : 04-03-2025 to 08-03-2025  
 Place : Pragati Maidan, New Delhi  
 For information, contact:  
**Mr. Rameshwar Maurya**  
 M:- 8744088116  
 E-mail:- maurya@aifpa.net



Event : **All India Cold Chain Seminar**  
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 Place : Autocluster Exhibition Centre,  
 Pune  
 For information, contact :  
**Ms. Yashashwi Singh**  
 M:- 7054774998  
 E-mail:- yashashwi@futuremarketevents.com



Event : **Chocolate & Bakery Expo**  
 Dates : 23-04-2025 to 25-04-2025  
 Place : NESCO, Goregaon East,  
 For information, contact:  
**Ms. Padma S. Rao**  
 M:- 7304445188  
 E-mail:- padma@radiaant.in



Event : **Dairy Tech**  
 Dates : 21-01-2025 to 23-01-2025  
 Place : Russia, Moscow  
 For information, contact :  
**Ms. Elena Shatrova**  
 M:- +1(416)970-4576  
 E-mail:- eshatrova@mvkexpo.com



Event : **India FoodEx**  
 Dates : 01-08-2025 to 03-08-2025  
 Place : BIEC, Bengaluru  
 For information, contact :  
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 E-mail:- maurya@aifpa.net



Event : **Food & Drink Processing Expo**  
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Event : **Anuga Select India**  
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 Mumbai  
 For information, contact :  
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